

Training Announcement

Web Authoring Workshop

National Park Service

Office of the Chief Information Officer

National Conservation Training Center

Shepherdstown, West Virginia

October 6 – 10, 2003

This introductory through intermediate-level course will enhance a participant's ability to design and create web pages and web graphics using commercially available software. The class will be useful for anyone who is building or maintaining web pages for any park or office. Topics covered: NPS ParkNet publication policy, philosophy and support structure, the Park Profiles and InsideNPS systems, Web accessibility, creating thematic, interpretive pages, site planning and management, building web sites using Macromedia Dreamweaver MX, creating and optimizing graphics using Macromedia Fireworks MX, color considerations, tables and other formatting tools, introduction to Cascading Style Sheets, and uploading files using both Dreamweaver and Ipswitch WSFTP software.

INSTRUCTORS: Tom Davies, Wyndeth Davis, and Steve Pittleman.

PARTICIPANTS: NPS employees, volunteers, co-operating association employees and other federal government employees who are responsible for creating and maintaining web sites. *Participants must be familiar with Windows desktop and file management, and should be familiar with basic HTML authoring.*

COURSE DATES: October 6 – 10, 2003

COURSE LENGTH: 36 hours (Monday - Thursday 8:30 – 4:30, Friday 8:30 – 12:30)

CLASS SIZE: 24 participants

LOCATION: U.S. Fish and Wildlife Service
National Conservation Training Center
Shepherdstown, West Virginia
<http://training.fws.gov/>

TUITION: \$100 to cover the cost of the computer lab. Applicants must complete the enclosed SF182 and submit it with their application

LODGING: Lodging and meals will be on campus at the Training Center. The cost for lodging and three meals per day is \$84/day

The Training Center provides a shuttle to and from Dulles Airport. Call guest services at NCTC, 304-876-7900

FUNDING: Benefiting accounts to fund tuition, travel and per diem.

REGISTRATION
PROCEDURES: Complete enclosed nomination and SF-182 and mail, eMail, or FAX to

Tom Davies
National Park Service
Philadelphia Support Office
200 Chestnut Street
Philadelphia, PA, 10106

FAX 215/597-0351

Applications must be received no later than COB **August 22, 2003.**

Applicants will be notified by COB August 29, 2003

COURSE
COORDINATOR: Tom Davies
215/597-7890
eMail to davies, tom or tom_davies@nps.gov

Web Authoring Workshop D R A F T Agenda

National Conservation Training Center

October 6 – 10, 2003

Agenda and Session Objectives

Notes:

- ? The pacing of the class and other outside factors may affect the actual schedule, but all material listed will be addressed.
- ? We will be learning Dreamweaver and Fireworks on a just-in-time basis, learning parts of the software as they are needed, rather than one, then the other. This better reflects real-world working conditions and has proven to provide a better learning experience.

Monday 8:30 a.m.

- ✍ Opening, Introductions, NPS ParkNet Policy
 - ? Ground rules
 - ? Meet this week's support system
 - ? Like the NPS, ParkNet is a system of websites with guidelines common to all
 - ? ParkNet is a distributed effort
- ✍ Park Profiles and InsideNPS
 - ? The Profiles and Inside systems and their many features
 - ? Like the Web itself, Profiles and InsideNPS are living things
- ✍ Server Efficiency
 - ? The need for small file size
 - ? Analyzing statistics

Monday 1:00 p.m.

- ✍ Design Fundamentals
 - ? Four principles of design and how they apply to the web.
 - ? Design challenges specific to the web (such as screen size and orientation, font and color selection, bandwidth, navigation, dot pitch, etc.)
- ✍ Planning a site
 - ? Use a planning grid to plan a well-organized web site
 - ? Explore the role of existing planning documents in the development process
 - ? Know the importance of establishing clear naming conventions
 - ? Understand the importance of a well-integrated and diverse planning team
- ✍ Basic HTML
 - ? Recognize proper html as the basis of a successful web page
 - ? Understand the principles of opening, closing tags and attributes
 - ? Troubleshoot a sample html page (Handout 9)
 - ? The advantages of "clean code"
- ✍ Dreamweaver
 - ? Use the Site Inspector to build and organize a site
 - ? Describe the uses for the most common palettes and windows
 - ? Use keyboard shortcuts for the most needed windows
 - ? Know how to set up the screen for the most efficient use of available space

- ? Create a page that incorporates graphics and links
- ? Control text and graphics using the Property Inspector

Tuesday 8:30 a.m.

- ✍ Accessibility
 - ? Our obligation to make ParkNet accessible to all people, including people with disabilities
 - ? Name two sources of guidance/assistance for evaluating web page accessibility
 - ? Become familiar with Section 508 guidelines for Information Technology accessibility
 - ? Know where to find federal standards for accessibility of Information Technology
 - ? Demonstrate 3 techniques for correcting deficiencies
 - ? Name 2 user-end devices for translating /reading web content
 - ? Name 5 of the principles of Universal Access, and identify examples in existing web pages
- ✍ Dreamweaver
 - ? Create image maps
 - ? Describe the advantages of and use templates and library items in their web sites
 - ? Describe the advantages of and use simple style sheets in their web sites
 - ? Describe Macromedia Extensions and how very useful they can be

Tuesday 1:00 p.m.

- ✍ Fireworks
 - ? Modify and optimize scanned photographs
 - ? Describe the differences between gifs and jpgs and their advantages for different applications
 - ? Describe the uses for the most common palettes and windows
 - ? Create banners and background images
 - ? Use slicing to create roll-over menu bars
 - ? Optimize and export graphics for maximum quality and color depth
- ✍ Directed play
 - ? Apply skills gained in the preceding sections to create optimized graphics and images for your park's site

Wednesday 8:30 a.m.

- ✍ Q&A on Monday's and Tuesday's material
- ✍ Warming the Web – Creating Compelling Content
 - ? List tangible resources, intangible resources, and universal concepts of your site
 - ? Describe special considerations in writing for the Web
 - ? Profiles In Brief - A golden opportunity
 - ? Review existing sites that are good or approach goodness to determine why they are so
- ✍ How to set up and use FTP
- ✍ Continue applying new knowledge to your site under the loving guidance of the instructors. During this session you can ask for an individual critique of your existing or planned site.

Thursday 8:30 a.m.

- ✍ Q&A and Work on own material
- ✍ Work on own material
- ✍ During this session you can ask for an individual critique of your existing or planned site.

Friday 8:30 a.m.

- ✍ Frantic, last-minute wrap-ups
- ✍ Review of the week's work

Friday 11:30 a.m.

- ✍ Conclusions and commencement. Leave by 12:30 p.m.

REQUEST, AUTHORIZATION, AGREEMENT AND CERTIFICATION OF TRAINING					Agency, State agency, Government and submitting office number (Example-xx-xx-xxx)		01		B. OFFICE USE ONLY					
							C. Request status (Mark (X) one)		02					
							Initial or Resubmission	Correction or Cancellation						
Section A - TRAINEE INFORMATION														
1. Applicant's name (Last-First-Middle Initial)				Enter first 5 letters of last name		03		2. Social Security Number		04				
4. Home address (Number, street, city, State, ZIP code)				5. Home telephone		6. Position level (Mark (X) one only)		3. Date of birth (Year and month) 05 <i>(Example - born January 14, 1943 shown as 43/01)</i>						
7. Organization mailing address (Branch-Division/Office/Bureau/Agency)				8. Office telephone		9. Continues Service		10. Number of prior non-government training days						
11a. Position title/function				11b Applicant handicapped or disabled (See instructions)		12. Pay plan / series / grade / step		13. Type of appointment		14. Education level				
Section B - TRAINING COURSE DATA														
15a. Name and mailing address of training vendor (No., street, city, State, ZIP)						15b. Location of training site (If same, mark box) -----<								
National Park Service						USFWS NCTC, Shepherdstown, West Virginia								
16. Course title ad training objectives (Benefits to be derived by the Government)														
Web Authoring – Competence with creation of Web pages and graphics, understanding of NPS Internet and Intranet Policies														
17. Catalog/Course No.		18. Training Period (6 digits)			06		19. No. of course hours (4 digits)		07		20. Training codes (See instructions)			
		a. Start			03 10 06		a. During duty		36		a. Purpose		Code	
		b. Complete			03 10 10		b. Non-duty		36		b. Type		c. Source	
											d. Special interest			
AGENCY USE ONLY														
Section C - ESTIMATED COSTS AND BILLING INFORMATION						Section D - APPROVALS								
21. Direct costs and appropriation / fund chargeable						26a. Immediate supervisor - Name & title					Area code/Teel. No./Extension			
Item		Amount		Appropriation / fund		b. Signature					Date			
		Dollars	Cents											
a. Tuition		100 00				27a. Second-line supervisor - Name & title					Area code/Teel. No./Extension			
b. Books														
c. Other (Specify)						b. Signature					Date			
d. (Enter 4 digits in 12 Dollar column TOTAL)														
22. Indirect costs and appropriation / fund chargeable						28a Training officer - Name & title					Area code/Teel. No./Extension			
Item		Amount		Appropriation / fund		b. Signature					Date			
		Dollars	Cents											
a. Travel						29a. Authorizing official - Name & title					Area code/Teel. No./Extension			
b. Per diem														
c. Other (Specify)						b. Signature					Date			
d. (Enter 4 digits in 13 Dollar column TOTAL)														
23. Document / Purchasing Order / Requisition No.						b. Signature					Approved Disapproved		Date	
24. 8 - Digit station symbol														
(Example - 12-34-5678) -----<						Section F - CERTIFICATION OR TRAINING COMPLETION								
25. BILLING INSTRUCTIONS (Furnish invoice to):						29a. Authorizing official - Name & title					Area code/Teel. No./Extension			
						b. Signature					Date			
TRAINING FACILITY ? Bills should be sent to office indicated in item 25 ? Please refer to number given in item 23 to assure prompt payment.														

Nomination Form
Web Authoring Workshop
October 6 – 10, 2003

Name: _____

Title: _____

Grade: _____

Park Area or Office: _____

Complete Mailing Address: _____

Phone: _____

Fax: _____

eMail address where message may be left for you: _____

(Required) What webs site(s) are you responsible for?

How will this training benefit the Government and meet your park's or office's needs?

Supervisor's Justification: Please comment of the above remarks and explain how these training needs are critical to this employee and your park or office.

Supervisor's Signature

Date

Manager's Signature

Date